



THREE RINGS

THE BALLANTINE NEWSPAPER



Vol. 7, No. 5

P. BALLANTINE & SONS

July 1963

Largest "Family Day" Crowd Sees Yankees Beat Detroit Tigers

More than 2200 persons, the largest number yet, took part in the sixth annual Ballantine Employees' Family Day at Yankee Stadium on June 15th.

The Yanks obligingly beat the Detroit Tigers, 9-2, and climaxed the day by moving into first place in the American League pennant race.

Though the weather could have been better, it was good enough for the crowd to enjoy the game to the fullest. The only change, brought about by a light sprinkling of rain, was that the Ballantine Brewers Drum and Bugle Corps wasn't able to march on the field because it was covered to protect it from the weather. The Corps, instead, marched around the field and was greeted by loud applause.

The Yanks, as usual, proved to be perfect hosts. The huge stadium scoreboard called attention to the Ballantine family visit and sports-casters Mel Allen, Red Barber, Jerry Coleman and Phil Rizzuto told the fans at home.

Yankee manager Ralph Houk, in a letter received by the Family Day participants, said he was "honored to be the spokesman for all the members of the Yankee team as well as Dan Topping and Del Webb in welcoming you on the occasion of Ballantine's Annual Family Day at Yankee Stadium."

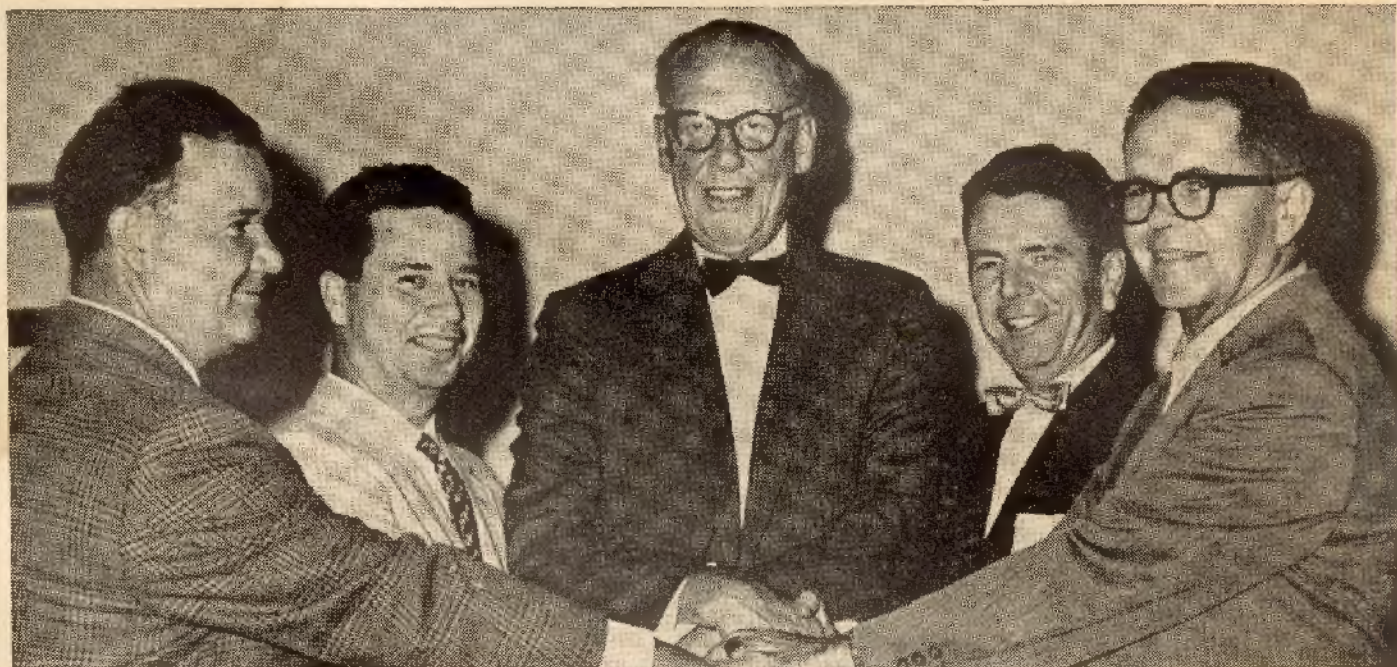
He added, "As you know, I was an active member of the Ballantine family for several years during the 'off-season'. Although I no longer qualify officially as a Ballantine salesman, as a member of the Yankees, I still consider myself a member of the Ballantine family. I notice that this is the 17th consecutive year of the Yankee-Ballantine association. I am sure that this must be some kind of a record and I am proud that I have had the opportunity to be associated with both organizations."

Most of the Family Day crowd reached the stadium via about forty chartered buses which left from the Brewery.



EXCITING — Youngster at left reacts to tense moment in game between Yanks and the Detroit Tigers. Family Day crowd at Yankee Stadium filled several sections.

Mr. Badenhausen Welcomes 71 Into Quarter Century Club



BROTHERS welcomed brothers at the Quarter Century Club meeting last month. Here, Ballantine President Carl W. Badenhausen joins hands with Joseph and Walter Holler, left, and Irwin and Addison Jacobus, right. Walter and Irwin joined 25-Year Club last month. Their brothers have been members since 1959.

SELF-OPEN CAN NOW IN MOST MARKETS

Ballantine's self-open 12-ounce beer cans in plastic six-pack carriers, the most convenient combination we've ever offered to consumers, is now in most of our markets.

With the introduction of self-open cans throughout the East, from Maine to Florida, Ballantine became the major user of the self-open lid in this area of the country.

Self-opens went on sale here in New Jersey in the last few days. Those of us who live in the Garden State should take the opportunity to tell family and friends that our new package is now available for their pleasure and convenience.

Reception to our self-opens in the plastic pack has been very enthusiastic. Demand is expected to become even greater as the summer moves along.

SET DEEP SEA FISHING TOURNEY

A Ballantine Employees' Deep Sea Fishing Tournament for Blue Fish will be held on Saturday, July 13th from the Atlantic Highlands Marina. Boats will leave from the Marina at 7 a.m.

Entry fee, to cover the cost of boat rental, is \$11.00 per person. The Company will award prizes to the winners and refreshments will be available.

See the bulletin boards for the list of committee members for the tourney or call the Personnel Division, extension 523, for additional information.

The people who make up a company are the most important assets of all, Ballantine President Carl W. Badenhausen told more than 500 persons who attended the annual Quarter Century Club dinner meeting on June 18.

On hand to welcome 71 new members into the club, and to preside at the presentation of gifts, Mr. Badenhausen told the 25-year club members, old and new, "You are vitally important to Ballantine. On our team you are the seasoned veterans. In my memory I cannot recall any championship team that won its laurels with youth alone."

In his short address, interrupted by applause, Mr. Badenhausen also said, "It is a sincere pleasure to personally salute on behalf of my brother Otto and myself, our 500

Quarter Century Club members and to congratulate and welcome each of the 71 people who join our ranks this year."

Both Mr. Otto and Mr. Carl are members of the club, entering in 1958.

Two of the 71 new entrants joined brothers who are already members. Bottler Walter J. Holler was greeted by his brother, Joseph E., who joined the club in 1959, and Bottler Irwin T. Jacobus was welcomed by his brother, Addison, also a club member since '59.

Augie Winters, president of the club, who recently retired from Ballantine after 50 years of service, conducted the annual dinner meeting. Entertainment was provided by the Ballantine Chorus and the Dutch Adler Trio.



LADIES' CHOICE — Anna Kent and Margaret Shanley, the only two members of the fair sex joining the Quarter Century Club this year, proudly hold gifts they received at the annual 25-Year Club meeting.

PINPOINTED...

Up The Ladder

Promotions in the news . . . *Raymond James* from supervisor 1 to supervisor 2, Delivery . . . *Donald Mulligan* from supervisor 1 to supervisor 2, Warehousing . . . *Robert Ringer* from management trainee, Washington, to district sales manager, Keystone Division . . . *Henry Rollenhagen* from management trainee, Baltimore, to district sales manager, New England Division . . . *Mark Scherer* from bottle salesman to district manager, New Jersey Bottle Sales . . . *Patricia Sydek* from steno-clerk to secretary, Delivery . . . *Edward Burns* from special salesman to sales supervisor, Baltimore . . . and *Violet Dieuaide* from typist clerk to bookkeeping machine operator, Washington.

* * *

Eighteen New Retirees

Eight Quarter Century Club members were among eighteen Ballantine men who retired in recent weeks . . . the eight are: Bottling's *William A. Roesch*, *Harry H. Reiss*, and *George Giessen*; Engineering's *Jacob Wambach* and *Edward G. Wenzel*; Delivery's *John J. Reilly* and *Sorgy M. Poprosky* and Warehousing's *William Mertz* . . . the other new retirees are: Warehousing's *Patrick J. Christian*, *Cristoforo La Spina*, *Edward Grubel* and *Thomas J. Kearns*; Garage's *Cornelius Laux*; Bottling's *Dominick Panei*; Delivery's *Harry Potter*, *Edward J. Sieb*, and *Fred Troendle* and Bar Attendant *Paul Langmack*.

* * *

Bus Ride To Yankee Stadium

The Ballantine Anchor Club has set July 27th as the date for its annual bus ride to Yankee Stadium . . . "Old Timers Day" will be observed at the Stadium that day . . . The Yanks will play Minnesota . . . buses will leave from the brewery at 11 a.m. . . tickets are \$5.00 each . . . refreshments will be served . . . committee members are selling tickets . . . their names are posted on the bulletin boards.

* * *

Retiree Writes

Mrs. Viola Tappert, a Ballantine retiree now living in Ormond Beach, Florida, wrote to the brewery recently and praised the Ballantine-sponsored Mitch Miller sing along show . . . Viola said in part, "Our company deserves the best and I feel that program is doing a very good piece of work."

* * *

Silver Wedding Anniversaries

Warehousing's *Umberto Tangredi* and his wife celebrated their 25th wedding anniversary at a dinner recently . . . on July 23rd two other Ballantine couples will reach the silver anniversary date . . . they are Sales' *Harry Schramm* and his wife and Delivery's *George Abrattis* and his wife.

* * *

Ale Story in Argosy

A full-page, highly informative story about Ballantine Ale is printed in this month's Argosy Magazine . . . after discussing the process of producing ale, the story, by Joe Scholnick, said in part, "The results of all this meticulous mechanical and human effort is a delightful beverage that is rich, hearty and deliciously satisfying. This ale has body and character and one can easily understand its long and loyal following. Chilled to about forty, it is a marvelous thirst-quencher; served with food, it defies description, and, used in food preparation, it opens new doors to fine and hearty living."

* * *

State Chairman

Red Bank's *John Lehive* has been appointed State Chairman of the "Spark Plug" program of the New Jersey Jaycees . . . The appointment was made by James Skidmore, state Jaycee president . . . John is Sales Supervisor at the Red Bank Branch.

* * *

"Ale" to Father

Practical jokes on dad are never out of bounds . . . not even on Father's Day . . . one Ballantine dad brought the proof of that to work with him . . . a hand-written poem presented by his 11-year-old daughter which went, "Who mows the lawn at the crack of dawn? Who's full of fun for everyone? Who is it, who can it be? There is no other. Who else but — our darling mother" . . . needless to say she was only kidding.

* * *

Good Try

Driver Pete Galioto, one of Ballantine's better golfers, took part in qualifying rounds for the New Jersey State Amateur Tournament recently at the Glen Ridge Country Club . . . Pete fell short of the qualifying score of 78 but nevertheless finished with a very respectable 82.

* * *

Donate Prizes

About 130 youngsters from the Police Athletic League were taken on a fishing trip recently by the Newark Junior Chamber of Commerce . . . Among the prizes awarded for biggest fish, etc. were fifteen prizes donated by Ballantine's plant employees . . . The prizes were purchased by *John E. Smith*, *Tom Dinon* and *Ray Plum* after money was contributed by the plant men.



Local Breweries Make Baltimore Sales Climate Always Red Hot

In the beer business it's always hot in Baltimore.

Matthew (Matt) Mairs, manager of Ballantine's Baltimore Branch, doesn't blame the temperature on the weather. It's the heat generated by having five breweries located right in the city and the resultant scramble for sales.

But even with five local competitors breathing down their necks, not to mention a number of other out of state brands, Mairs and his entire crew, are remarkably cool. The answer is that they are realists and are meeting their problems squarely.

Says Mairs, "In this city any out of state product has a tough job on its hands. The people are fiercely loyal to the local products and consequently it's a constant struggle to break down sales resistance. But we haven't conceded a thing. What we've done instead is built up a hard, tough, aggressive sales organization which can and does meet its problems head-on day after day."

"Fortunately," he added, "we've got a hand picked sales force here. We've got the kind of men who can pick themselves up after losing a round, dust themselves off and start all over again. They are constantly in there fighting. If they weren't our competitors would have long since counted us dead."

As any visitor to the branch can plainly see, Ballantine in Baltimore is strictly a live operation. Sixteen trucks operate from our headquarters on Worcester Street in southern Baltimore, and the entire staff, including drivers, sales and office personnel, Mairs, supervisors Ed Burns and Paul Gibbons, numbers more than fifty.

The branch covers metropolitan Baltimore in a 25 mile radius from the center of the city. Besides the city, its territory also consists of part of Baltimore county and part of Anne Arundel County. Located only 34 miles from Washington, it serves a population area of more than a million and a half persons.

Practically all of those million and a half old enough to read would be proud to tell you that it was in Baltimore harbor, while the British were shelling Fort McHenry, that Francis Scott Key wrote the "Star Spangled Banner." Ballantine's headquarters is just about two miles from the historic spot where Old Glory waved and was spotted by Key.

Perhaps it's the proximity to the spot where the historic bombardment took place that keeps Mairs and company in top "fighting trim." Nobody on the Baltimore staff takes sales for granted. The drivers meet with the regular sales force at least once a month, and more when

something important pops up. They don't have to be told that selling is an important part of their job.

The regular sales group meets with Mairs every Monday morning and the entire week's work for each man, in specifics like how many signs he should book, etc. is worked out. In addition there are periodic refresher and training courses in the latest sales techniques.

Mairs, and the two sales supervisors Burns and Gibbons, all started as salesmen. The latter two began their careers right in Baltimore. Mairs started as a Bottle Salesman in New York in 1942, later became a Maryland and Delaware

State Representative (District Sales Manager, today), and a Regional Manager in the North Atlantic Division before reaching his present post.

Mairs, at first, gives the impression of being a quiet individual. But he becomes quickly animated when talking about a sales prospect in the city. Most of all he is extremely proud of his "people."

"They are very loyal Ballantine fans and this loyalty stretches to their friends and families." He adds, "Every person an employee influences is extremely important to us. We want every consumer we can get."



Baltimore Branch Manager Matthew Mairs holds weekly meetings with his sales staff (top) and also meets frequently with smaller groups and individuals in shirt sleeve sessions (bottom). Periodic training meetings in new sales techniques are also held.



Three of the Baltimore Branch's sixteen trucks form backdrop for number of our drivers and warehouse men. Some of the trucks were still on the road when this picture was taken.

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Street,

Our New Quarter Century Club Members

1938



1963



Operations

Raymond N. Bostock

Accounting

George B. Hancke
Margaret M. Shanley
Fred Swallowell, Jr.
Harold N. Tisch

Bottling

William Armbruster
Nicholas L. Biondi
Alfred P. Bolten
Michael J. Brinker
Anthony Bucci
Martin A. Faresse
John Cogger

Milton F. Hauck

Walter J. Heller

Irwin T. Jacobus

John F. O'Keefe

Joseph F. Pawlowski

Frank Rombaro

Stanley J. Rudinski

Michael D. Russo, Sr.

John E. Smith

George T. Schaefer

Richard Spitzer

Joseph Stanley

Brewing

Richard F. Arnold
Raymond G. Braunreuter

Salvatore Chaffelli

John Eichner

William Hanafin

George Kirby

Charles F. Lindorfer

Martin J. Miller

Fred Pfeiffer

Raymond Strohmeyer

Credit

Oscar E. Anderson

Anna M. Kent

Edward A. Machon

Delivery

John F. Behan
Thomas J. Cullen, Jr.

Peter Dellane

Patrick J. Farmer

Bruno C. Henke

Fred G. Kraenzlin

Waldorf G. McClay

Charles S. Mulligan

Leon M. Oberdick

John J. Reilly

Michael Schneider

Robert W. Scott

William S. Yavorn

Engineering

Antonio Della Valle
John F. Hager
George R. Patterson

Garage

Robert F. Argalas

Production Planning & Control

Martin F. Besant

William J. Shiel

Sales

Edward H. Burke

John E. Cook

Carl A. Hettfelder

John C. Lapp, III

Frank J. Reisch

Service

Clarence G. Buchler

Alfred E. Madsen

Edmund F. McCauley

Technical

George H. Turner

Warehousing

Albert Barnett

Cornelius Murphy

Salvatore Traficante

Branches

Albany

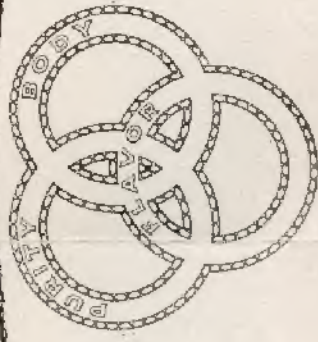
Edward R. Maurer

Tillson

Patrick W. Newell

Frank P. McGer

SERVICE PIN



HONOR ROLL

20 Years

William P. Barbusin, Delivery
John R. Bien, Warehousing
Leroy I. Brady, Bottling
Charles F. Burkhard, Bottling
Richard Casey, Warehousing
John B. D'Angelo, Warehousing
James P. Downey, Delivery
James B. Doyle, Bottling
Leo Duff, Warehousing
Harry Fiske, Delivery
Joseph Frensko, Warehousing
William Kim, Warehousing
Peter Kordanish, Delivery
Joseph Martucci, Warehousing
Anthony Mezza, Brewing

John P. Mulgrew, Warehousing
Peter Mulvey, Engineering
Gerald O'Neill, Warehousing
Dominick Pedone, Warehousing
George J. Petrillo, Bottling
Anthony Petrosavate, Warehousing
Emilio J. Ragucci, Brewing
John H. Wenning, Brewing
John Wichowski, Bottling

15 Years
Joseph S. Baldyga, Warehousing
Anthony J. Bellina, Bottling
Anthony Bironi, Delivery
Thomas E. Boyd, Technical
Charles E. Callahan, Warehousing
Vincent G. Carolan, Warehousing

Edward J. Cerar, Warehousing
Joseph Core, Delivery
Jose D. Da Silva, Bottling
Henry N. Eriksen, Sales
George R. Gardner, Delivery
Peter A. Gargas, Delivery
Frederick Hubner, Warehousing
Francis T. Manley, Warehousing
Edgar C. Morganweck, Delivery
Charles Ridgway, Warehousing
Vincent J. Rovelli,
N. J. Draught Sales
Donald E. Timpert, Purchasing
Joseph A. Tolishovski, Technical
Eugene G. Troy, Bottling
John V. Vahey, Warehousing

Thomas Villas, Engineering
Raymond Vollmer, Tillson Branch
Chester A. Zabriski, Delivery

10 Years

Anthony Kret, Engineering
James J. Sleeman, Credit

5 Years

William J. Burgess,
Baltimore Branch
Irwin Lovitz, Washington Branch
Mary J. Pilconis, Credit
Patricia A. Torre,
Industrial Relations
Alexander Wasarhelyi,
Baltimore Branch

JUNE, 1963

Reflecting An Image

"You have just added three families or ten people to your list of confirmed Ballantine beer drinkers. How did you get this life-time award? Well, it's like this . . ."

That's the way a woman started a recent letter to the brewery. Another woman wrote the same week, "Although I rarely drink alcoholic beverages, next time I do, I'll have to order Ballantine. This is why . . ."

The why in both cases was that a Ballantine driver performed a kindness. One driver, Christopher Gutekunst, went out of his way to be of service. The other, James San Filippo, happened along in his own car at the right time to carry out a routine courtesy. The result, however, was the same both times — Ballantine's public image got a well-deserved boost.

This is what the grateful writer had to say about Chris:

"On Tuesday of last week I was driving on the southern stretch of the New Jersey Turnpike with my 75-year-old mother on my way back from a vacation at Virginia Beach, when I heard a bang, that familiar signal of a blow-out.

"I admit I was shaken up. I pulled over and got out and tried to get the tire out of the back. But I had never changed a tire before, and, although I knew what to do was uncertain as to the procedure. It was the left-rear, closest to the highway.

"A big Ballantine truck pulled up, the driver got out and said, 'I'll do that, you and Mother stand back out of danger, this is a bad piece of road, on a long slight decline, the road gets monotonous and the drivers are not as alert as they should be.'

"He proceeded to put his life in danger for my mother and myself and change the left rear tire, the fastest change I've ever witnessed, I'll admit.

"So you can see now why we are confirmed Ballantine beer drinkers."

The praise for Jim read this way:

"I was a stranger in New Jersey, and so was my cab driver who was taking me to South Orange. On route we asked your driver how to get there. Since he was going out there he kindly let us follow him and we made even better time than we anticipated, since he knew the best way. I was able to keep my appointment here in time and am therefore most grateful to the Ballantine driver. I do not know his name but his license is EGI 293, Ford, black. He was very kind, courteous and wore the Ballantine uniform so neatly I just mistook him for an Air Force officer."

The message in both cases is clear. Courtesy is not only recognized, it also creates a favorable image for the individual and the company for which he works.

This is a point all of us, especially our uniformed representatives should keep close to mind. Nor is it necessary to risk your life to create a good feeling. The second letter proves that even a small kindness has a way of making friends.

The more friends we have out there the better off all of us will be.

Married

Mary A. Ford, Market Research, was married to William McGowan on May 25th in a ceremony in Harrison.

Timothy Manning, Merchandising Representative, N. Y. C., was married to Judith Conroy on June 1st in a ceremony in Brooklyn.

Charles E. Parrish, Merchandising Representative, N. Y. C., was married to Sandra Cutting on May 4th in a ceremony in New York City.

Catherine C. Ehrhardt, Market

Research, was married to John von Bischoffshausen on June 8th in a ceremony in Elizabeth.

Deborah Edythe Betz, Sales, was married to David Thomas Pierson on June 22nd in a ceremony in Elizabeth.

Daniel J. Moore, Bottling, was married to Lillian Flammer on June 15th in a ceremony in Newark.

Gerhard Milbach, Merchandising Representative, was married to Jane Michna on June 29 in a Brooklyn ceremony.

INDUSTRY NEWS

Rheingold-Falstaff May Merge

Leibmann Breweries, Inc. (Rheingold), one of Ballantine's metropolitan area competitors, may merge with the Falstaff Brewing Corp. of St. Louis. Reporting the story the Newark Evening News said in part:

"The Falstaff Brewing Corp. and Leibmann Breweries are holding talks on possible merger of the two companies.

"Should the merger be completed,' President Joseph Griesedieck of Falstaff said yesterday (June 11), 'we intend to continue the aggressive merchandising of Leibmann's Rheingold beer in its current marketing area in the North-eastern United States.'

"Griesedieck said any agreement to merge would be subject to approval of both firms' board of directors."

* * *

Critical Period Ahead

From Modern Brewery Age Newspaper, a trade publication:

"The industry faces new tax and public opinion problems that will make its headaches of the past seem like child's play, the president of the U. S. Brewers Association warned an audience in San Antonio last week.

"Speaking at the Wholesale Beer Distributors of Texas convention, Henry B. King, of New York, declared that if the problems are not solved by 'positive thinking' the industry may not survive.

"King has traveled 40,000 miles in 40 states to find out what's ahead for the trade and said the biggest threats are these:

"1) Demand for higher beer taxes from school districts and smaller governmental units that in the past have not sought revenue from alcoholic beverages.

"2) An 'insidious trend' in which beer is being made the scapegoat for student riots and juvenile delinquency.

"King declared: 'The trend in the United States today is to make all family problems the fault of beer.'"

* * *

Thirst Quencher

Beer can be a thirst quencher in more ways than one as is proved in the following Associated Press item from Darwin, Australia:

"Taxi driver George Panagiotopoulos used a dozen bottles of beer to keep his air-conditioned cab going on a 470-mile trip over lonely, dry roads in northern Australia.

"About 200 miles from Timber Creek township, the Greek-born driver hit an outsize pothole and cracked the cab's radiator. His woman passenger had the beer, so Panagiotopoulos primed the radiator with a fresh bottle every half hour or so.

"The taxi eventually bubbled into Timber Creek on the last bottle."

BEAUTY CONTEST WINNER



Meet Jacqueline, daughter of telephone operator Susan Molen, who was crowned Miss Essex County last month in a contest sponsored by the Newark Junior Chamber of Commerce.

NEWARK NEWS PHOTO

No Better Beer Lovers Than African Kofyars

Think you love beer? Read the following Associated Press story which was printed in the Newark Evening News under the headline, "Beer Fills Their Life":

CINCINNATI (AP) The Germans may be famous for their beer, but as lovers of the brew they run way behind the Kofyars of Africa. That's the report by a Cincinnati anthropologist, Robert M. Netting, after 18 months of study among the Kofyars.

"They make, drink, talk and think about beer," he said. "Beer is a cultural interest and activity."

The Kofyars brew millet and other grains into a thick, soupy beer that tastes like cider mixed with raisins.

Warriors get beer as reward for great deeds.

A man offers beer to a woman during courtship.

Beer is used as money.

Beer is exchanged publicly by lovers.

Beer is poured on graves to promote happiness of the departed.

Chiefs get free beer.

"The most severe punishment meted out to a man by his community is exclusion from all occasions for beer-drinking," said Netting.

The anthropologist, due to win his doctorate this spring from the University of Chicago, said plentiful grain for beer-making helped develop the beer-standard culture.

He said beer developed into a symbol of respect and affection. That may be one reason why they remain moderate in drinking.

Netting said, "I never saw anyone really drunk in the 18 months I lived with them."

Cousins Receives College Degree



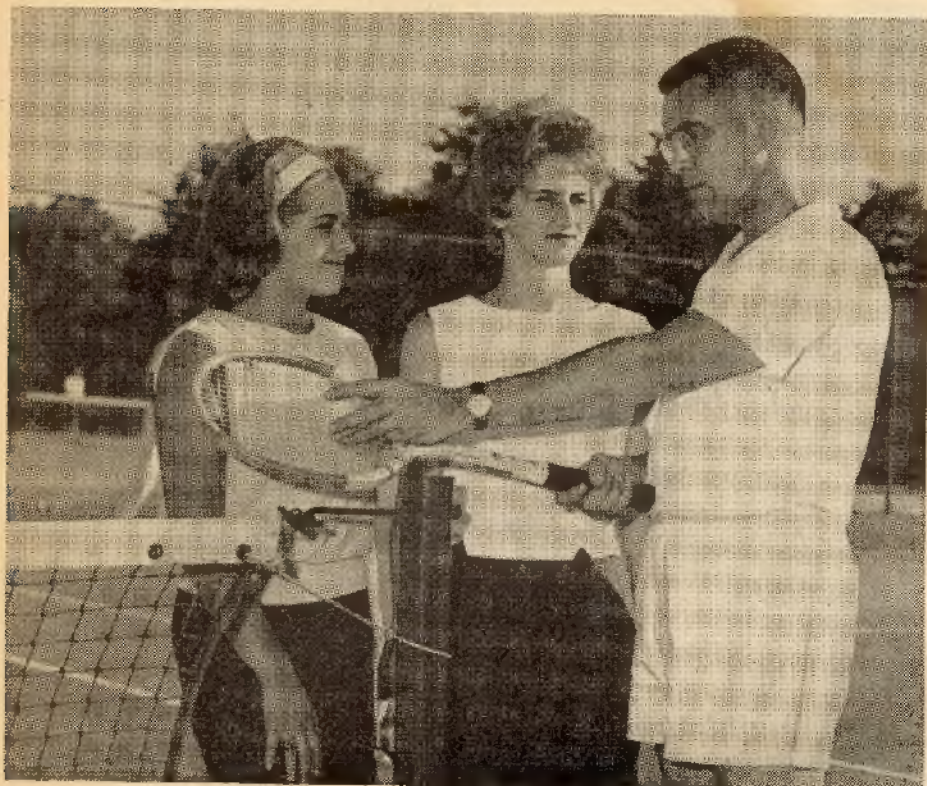
Bottle Driver John J. Cousins stands by his Ballantine truck in cap and gown he wore when he received Bachelor of Arts Degree from Rutgers University last month. John earned his degree in evening study at the State University. He majored in English.

PICNIC CHEST WITH PLENTY OF CARRY



Ballantine's deluxe picnic chest, now on sale at the Three Ring Shop for the special price of \$12.00, is light as a feather but it can carry a big load. Four of the chests are shown here easily supporting a 4002 pound Oldsmobile sedan. The chest only weighs nine pounds and has many features. See it at the Shop while supplies last.

TENNIS ENTHUSIASTS



Personnel's Bob Trembley passes along tennis tips to Pat Lazarek, left, and Norma Fitzsimmons during weekly meeting of Ballantine tennis group at the Branch Brook Park courts. The tennis enthusiasts at this time number about a dozen and they play Mondays from 6 to 8 p.m. You're welcome to join them.

NEW ARRIVALS

Mr. and Mrs. Anthony Cecere announce the birth of a daughter, Lisa Anne, in Columbus Hospital, Newark. She weighed six pounds, two ounces at birth. Dad works in the Delivery Department.

Mr. and Mrs. Allen T. Guipone announce the birth of a son, Edward, in Huntington Hospital, Huntington, L. I. He weighed seven pounds, 14 ounces at birth. Edward joins a brother and a sister in the Guipone household. Dad works in New York City Bottle Sales.

Mr. and Mrs. Russell Weissheier announce the birth of a son, Richard J. in St. Joseph's Hospital, Far Rockaway, N. Y. He weighed nine pounds, ten ounces at birth. Richard joins two sisters and a brother in the Weissheier household. Dad works in New York City Bottle Sales.

Mr. and Mrs. Richard Whelan announce the birth of a daughter, Kelly Ann, in Providence Lying In Hospital, Providence, Rhode Island. She weighed seven pounds, 15 ounces. Dad works at our Cranston, R. I. Branch.

Mr. and Mrs. Patsy DiGiovine announce the birth of a son, Alan, in St. Michael's Hospital, Newark. He weighed eight pounds, three ounces. Alan joins two sisters in the DiGiovine household. Dad works in the Delivery Department.

Trafficopter Reports

Ballantine Beer spot commercials are now being broadcast twice daily in the new weekday "Trafficopter Reports" radio service over Newark station WJRZ (970 on your dial). One commercial is being spotted in the 6:45 to 9:00 morning traffic reports and one in the 4:00 to 6:30 afternoon reports.

This new WJRZ radio service reports up to the minute traffic conditions on New Jersey Routes 1, 3, 4, 9, 17, 21, 22, 23, 35 and 46, as well as the New Jersey Turnpike, Garden State Parkway, Holland Tunnel, Lincoln Tunnel and George Washington Bridge.

WALKER HIGH IN MIXED MATCHES

George Walker won high game honors in the annual mixed bowling matches last month by rolling a 246.

The matches, which drew more than 80 participants, traditionally close the Ballantine bowling season.

High game honors for the girls was won by Helen Miller with a 189.

Unique Tankard



If you're fussy about your beer or ale drinking container this special tankard, modeled after those popular in 18th century New England, is just right for you. It's made of Armetale, a high grade alloy composed of many metals. While presenting an appearance of old pewter, the mug's built-in characteristics are far more desirable and permanent. The Ballantine seal is moulded with the tankard. It cannot become dislodged from the surface. If dropped it will not break, will not spring a leak, and will not crush. It'll hold a pint of beer or ale. The tankard which has a retail value of \$7.00, is on sale now at the Three Ring Shop for \$3.00.

As an added service the Shop, on minimum orders of 50, will arrange to have your club or organization seal affixed to the tankard. See Mr. Jacobson in the Shop for additional details.

Awards To Girl Bowlers



Members of the Brewery Belles team, Girls' Bowling League champions, are shown with President Carl W. Badenhausen after receiving trophies at the girls' bowling banquet last month. From left are Elaine Sexton, Vera LaMonica, Maureen O'Regan, Nancy Reynolds, Mr. Carl and Judy Farrow.



Shown with Mr. Carl are Mary Barton, Martha Mitrik and Norma Fitzsimmons of the second place Bikini Packs team. Mary Ford, also a member of the team, was not present when photo was taken.

Close To Home

It is with sincere regret we report the death of the following co-workers in recent weeks.

* * *

William Harrington, Pensioner. Bill, a member of the Quarter Century Club, started his Ballantine career in February, 1934. He was a Bottler before his retirement in July, 1962. He lived at 268 Winans Avenue, Hillside.

* * *

Frank R. Lindoerfer, Pensioner. Frank began his Ballantine career in August, 1933 and joined the Quarter Century Club in 1958, three months before his retirement in November of that year. He had been a Brewer. Frank lived at 10 Harding Road, West Caldwell.

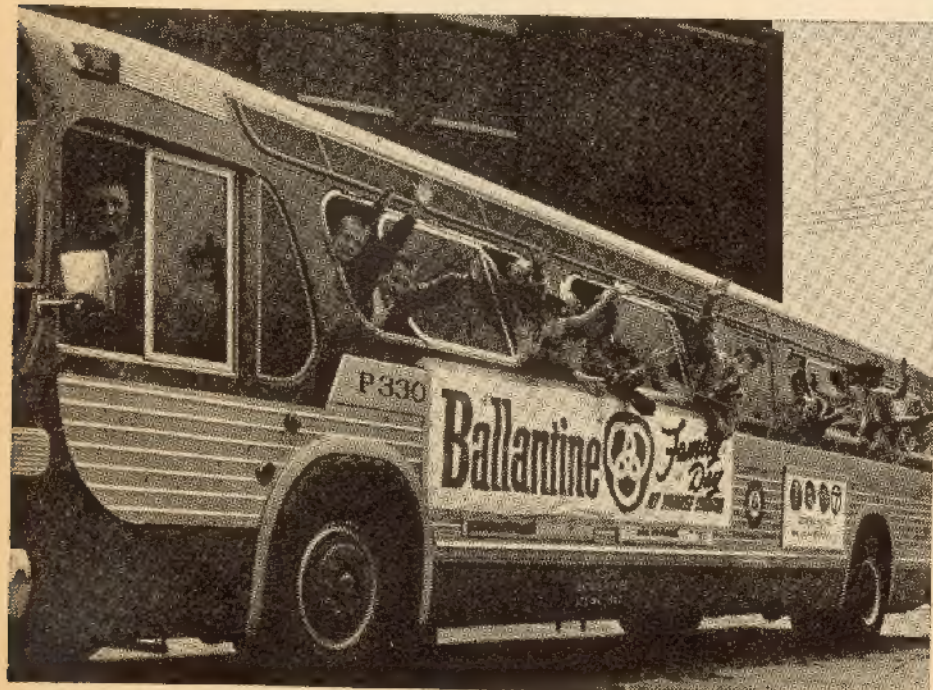
Chester Menkowski, Bottler. Chester began his Ballantine career in September, 1951. He lived at 200 Finderne Avenue, Somerville.

* * *

Robert Kraenzlin Sr., Pensioner. Bob, a Quarter-Century Club member, started his Ballantine career in February, 1918. He was a Yardman prior to his retirement in December, 1957. His son, Fred, is a Bottle Driver and joined the Quarter Century Club at the annual meeting of the group last month. Bob lived at 48 Melrose Avenue, North Arlington.

* * *

Charles Bovitt, Bottler. Charles started his Ballantine career in November, 1950. He lived at 95 Washington Street, East Orange.



THE KIDS WERE THERE — What would a Family Day trip be without the kids? The youngsters were on hand in great numbers and enjoyed the Family Day festivities at the stadium to the fullest. Each of the buses carrying participants to the stadium wore banners telling of the trip.

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